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ABSTRACT OF THE DISCLOSURE

A receiving apparatus receives an image signal transmitted from a transmitting end. In the receiving apparatus, the received image signal is output to a display. Electronic program guide information (EPG) added to the received image signal is extracted. The display format of the EPG is altered in accordance with predetermined information. And, the altered EPG is output to the display. A transmitting apparatus transmits an image signal to a receiving end. In the transmitting apparatus, the image signal, EPG, information representing a broadcasting station providing the EPG are generated. The EPG and the information representing the broadcasting station are added to the image signal. And, a signal formed by adding the EPG and the information representing the broadcasting station to the image signal is transmitted to the receiving end.

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